

## ABSTRACT OF THE DISCLOSURE

The present invention provides a system which can automatically select a language of a GUI and transaction conditions according to each user. Through the Internet 20, a sales server 10 provides services such as merchandise sales and merchandise auctions to web clients 30, 40 of many users. The web server 10 stores the language codes indicating preferred languages of all users and notations according to various languages for the items constituting various Web pages. Furthermore, the sales server 10 classifies the users into a plurality of groups and stores transaction conditions customized for each group. When a user logs in, the sales server 10 confirms the user's language code and the transaction conditions for that user's group and, dynamically generates a web page with contents matching the transaction conditions for the user's group, using the item notation with the language of that language code, and sends that web page to the web client of the user to be displayed thereon.